

Layout and Design: JUDGING CRITERIA

Overall

- Book's overall design is cohesive and distinctive, demonstrating an understanding of design principles.

Consistency

- Design concept begins on cover and is incorporated into the title page, opening and divider pages.
- Interior pages include elements of the overall design concept, creating a "whole book look."

Readability

- Design enhances – instead of distracting from – readability.
- Scaling and hierarchy, of both visual and copy elements, help guide readers through the book.

Page Spreads

- Page spreads have a dominant visual element, use sufficient external margins and make effective and consistent use of white space.

Photos

- Action in photos does not lead off the page.
- Layout avoids trapping faces in photos in the gutter.
- Captions are as close as possible to their photos.

Typography

- Type choices are consistent and contemporary.
- Initial letters, display type and other typographic effects do not detract from readability.
- Type size follows a natural hierarchy.

Shapes

- Non-rectangular shapes are used effectively and sparingly.